

CITIZEN SCIENCE FOR THE AMAZON

► BRANDING POLICY GUIDELINES SEPTEMBER 2018

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Dear Colleagues

We're thrilled that you want to take part in the Citizen Science for the Amazon Project. The project community welcomes you and sincerely appreciates your interest in promoting the connexion between science and citizens in the Amazon.

If you are part of the Citizen Science for the Amazon project community and are planning to use the project brand, you are required to adopt a set of brand guidelines presented in this document. These guidelines are necessary to maintain a healthy ecosystem at the level of the project partners and aim to provide all the information and resources for a correct use of the identity of the Citizen Science for the Amazon Project .

Part I of the document defines the most important aspects to promote the project: name and description, main message, audience and general guidelines of branding. Part II is a manual that specifies how to communicate the identity and use the brand in different environments and applications. Part III presents the partners, networks and donors that are part of the project, as well as a call to take advantage of the communication opportunities that may arise. We recommend that the members of the Citizen Science for the Amazon project use this document as a guide to maintain coherence between communications and key messages.

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MARIANA VARESE and GINA LEITE Citizen Science for the Amazon project Wildlife Conservation Society (WCS)

PART I INTRODUCTION TO THE PROJECT

NAME CITIZEN SCIENCE FOR THE AMAZON PROJECT

DESCRIPTION

The Citizen Science for the Amazon project is conducted by the Wildlife Conservation Society (WCS) in partnership with leading local and international organizations. The project adopts a citizen science framework to generate information on fish and waters in the Amazon Basin, and to engage citizen scientists as informed and empowered actors in the sustainable management of fisheries and the conservation of Amazon wetlands. In this way, we contribute to the preservation of aquatic ecosystems and improvement of Amazon inhabitants' quality of life.

CENTRAL MESSAGE

Citizen science is a unique opportunity for citizens and scientists to collaborate and build knowledge to inform the preservation of the Amazon Basin.



For further information, please visit our website: cienciaciudadanaparalaamazonia.org

PUBLIC

Our public is diverse and global. The project's communication is disseminated among rural and urban citizen scientists, including indigenous people and local communities, civil society organizations, local governments and central government's bodies, members of academic and research institutes, corporations, and the general public.

THE SPIRIT OF THE BRAND

The project builds on the long-term experience and commitment among WCS and the project's partners, as well as the collaborative relationships established before and during the project.

Partners shall use the project's brand in all communication materials related to the project. They also authorize the use of their logos by other project partners as long as the project's brand identity manual is applied.

Co-branding with local, regional, and international partners is acceptable and desirable, and will take place in cases where other organizations contribute with the project or its activities to promote the appropriation of the perspective and the tools and to build competencies.

For further information, please visit our website: cienciaciudadanaparalaamazonia.org

PART II IDENTITY GUIDE

In this guide we present the guidelines for identity design based on a set of simple rules. The central element of the identity of the Citizen Science for the Amazon project is its logo, a combination of symbol and text. It is the common denominator in all pieces of visual communication of the project and it must be present in each.

> THE BIRTH OF THE BRAND

A PLACE

the Amazon rivers forest

IN MOVEMENT

wildlife people organizations



SHARING

principles experiences solutions



CITIZEN SCIENCE FOR THE AMAZON

KNOWLEDGE

science results impacts

PUBLIC COMMUNICATION

This guide is addressed to the management team of the Citizen Science for the Amazon project; partner and sponsor organizations which implement activities in partnership with the project; and experts who, in committees or events, disseminate the brand of the Citizen Science for the Amazon project.

The goal of this identity guide is to attribute a uniform identity for the presentation of the Citizen Science for the Amazon project. The guidelines will be applied in all activities conducted with the brand, including those related to partners and suppliers.

As leader of the project, WCS reserves the right to request revision prior to the production of any public communication and materials produced with funding from the Citizen Science for the Amazon project. However,the guide is also compatible with activities that do not have financial support from the project, or by third parties.

Activities with funding from the project

In the case of activities conducted exclusively by the management and executive team of the Citizen Science for the Amazon project, the full application of the identity guide is compulsory. In such case, the Citizen Science for the Amazon project functions as the host or umbrella brand (see page 25).

• Activities with partial or no funding from the project

Organizations that implement activities that contribute to the project, though with partial or no funding from it, are invited to include the logo of the Citizen Science for the Amazon Project as the subordinate brand in this case (see page 25).

This guide is constantly being revised and updated. Please ask for the latest version by writing to **cienciaciudadana@minkaparaconservar.org**

PROJECT BRAND

Two elements compose the brand: the image represented by the circle area that go around the letter "c", and the text "CITIZEN SCIENCE FOR THE AMAZON". This combination of image and text, or logo, comprises our brand.



CITIZEN SCIENCE FOR THE AMAZON



Note: The brand is defined as a imagetype. That is, the combination of text (logotype) and image (isotype).

Minimum size recommended

Changing the size of the logotype is permitted. The minimum size recommended is 18mm wide for printing and 180 pixels wide for digital.





Minimum recommended size for print: 18 x 14 mm

PRINT



Minimum recommended size for logotype: 180 x 140 px

WEB



Minimum recommemded size for isotype: 90 px MOBILE DEVICES

CITIZEN SCIENCE FOR THE AMAZON

Rule: Minimum distance = 2 x framework size

Languages

The brand may be used in the official language of the country where it is adopted so the meaning is clear and intelligible to all citizens. The name of the brand should be translated into the language of the country where it is used. The logo is available in Spanish, Portuguese and English.



CITIZEN SCIENCE FOR THE AMAZON

English



CIENCIA CIUDADANA PARA LA AMAZONIA

Spanish





Portuguese

BRAND ARCHITECTURE

There are two possibilities for logo composition:

Logo A should be placed prominently in all application compositions.

As a secondary option, the logo may be centrally placed to fit with specific composition requirements, as in the **Logo B** example.

The use of the isotype is preferably indicated for digital environments and social networks of the project.



CITIZEN SCIENCE FOR THE AMAZON





The **logo** may be made up of the oficial background colors for Logo B. For more information, see page 17.



> Incorrect uses

Do not format the Citizen Science for the Amazon project logo with alternative compositions, including adding borders or distorting text or colors. Only the original image provided by the project may be used.



Note: The size of the logo may vary, although the proportions must be kept.

TYPOGRAPHY

All corporate communications materials must use Raleway as the main font. Raleway font has an extensive family of styles: extralight, light, regular, medium, semibold, bold, extrabold and black.

PRINCIPAL



Characters

ABCĆČDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcč ćdđefghijklmnopqrsštuvwxyzž1234567890'?'"!"(%)[#]{@}/&<-+÷×=>®©\$€£¥¢:;,.*

123456789

a b c d e f g h i j k l m n o p q r s t u v w y z RALEWAY EXTRALIGHT

!"\$%&/*";?@#¬

A B C D E F G H I J K L M N O PQ R S T U V W Y Z RALEWAY BOLD

> Download the font here Note: Raleway Open Font License.

Colors

Color range for the background of the logotype:











PANTONE 376C CMYK 54 0 100 0 RGB 132 189 0 HEX #82c341

PANTONE 136C CMYK 0 30 90 0 RGB 253 185 51 HEX #fdb933



PANTONE 1635 C CMYK 0 57 69 0 RGB 246 136 89 HEX #f68859

Visual world

The imagery of the Citizen Science for the Amazon project should have a natural style. Everyday landscapes and situations that transmit authenticity and reality in a warm environment. Low quality photos should not be used. As much as possible, each photograph should tell a short story. An atmosphere of mystery shall be created in the composition, using contrasts (big/small, far/close), especially in uncommon perspectives and angles.



Note: Whenever possible, images should contain the brand colors. They should be part of the natural environment, for instance, in clothes or accessories.

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Brochures and other editorial products

There are no predetermined models for project editorial products addressed to a targeted public. In general, the text may be presented in black or white with a colored background. A visual balance between images and text is desirable.



Banner and posters

The logotype of the Citizen Science for the Amazon project shall be placed in the center.

The website address shall be placed underneath, centered with the logotype. Aforementioned minimum distances must be observed.

If the poster shows the logos of sponsors or partners, a background color that allows for optimal visibility should be chosen. White background is recommend..



> Multimedia

The project has its own social media and website, to which the guidelines of this guide are applied.

General rule for the design of materials for social media and use of the isotype: minimum height of 90 pixels.

Audio

For audio files, such as podcasts or radio spots, the following phrase is recommended:

"The Citizen Science for the Amazon Project is the result of a collaboration between [PARTNER THAT IMPLEMENTS], WCS and more than 30 organizations, and is supported by the Gordon and Betty Moore Foundation."



> Merchandising

All promotional products shall have the logo of the Citizen Science for the Amazon project. The inclusion of other logos of donors, partners, and networks will depend on the design and size of the products, while preserving the visibility of the identity. They must be presented to the project leadership for approval. Examples that only include the project's brand are presented below.



> APPLICATION AND VALIDATION

All public communications materials for the Citizen Science for the Amazon project shall display the brand exactly as presented in this guide.

WCS reserves the right to request revision prior to the production of public communications materials and program material financed by the project to comply with the graphic guide and the brand guidelines, and by association, with the policies of WCS and the Gordon and Betty Moore Foundation.

Any material produced in the context of the project that is not foreseen in this guide should also be subject to the brand guidelines and to the approval of project leadership, as appropriate. The correct use of the image should be examined in each case. There are two possible alternatives: placement as an umbrella brand or as a subordinate brand.

Umbrella brand

This is the mandatory manner in which to place the project brand in the public communications materials of projects which are fully funded by WCS. This implies a prominent placing of the brand, as well as the recognition of associated partners, donors, and networks. Moreover, we encourage the inclusion of logos from other local partners or networks with which the implementing partners have worked, as shown in the example presented on page 28.

Subordinate brand

This option should be used in public communications materials that have partial or no funding from the project. This implies placing the project's brand or logo in addition to those of WCS and of the Gordon and Betty Moore Foundation at the same level of other partners.



This is the second version of this guide. We recommend checking with **cienciaciudadana@minkaparaconservar.org** for the latest updated version.



Umbrella brand

In a design with an umbrella brand, where the Citizen Science for the Amazon project is the host brand, the project logo should be placed on top (see example on page 20) or to the right of the rest of logos (see example in this section). When the logo appears on the right, it should always be separated from the rest of the content by a line, maintaining the established distances. The project's logotype should be displayed in a larger size than the rest.

As well as the project's logo, the logos of the project's donors, partners, and networks should always be included, as shown in the example on the right.

Note: The set of logos is presented as a reference only. The complete set of logos should be requested to cienciaciudadana@ minkaparaconservar.org.





CITIZEN SCIENCE FOR THE AMAZON

Subordinate brand

The logo of the Citizen Science for the Amazon project, as well as those of WCS and the Gordon and Betty Moore Foundation, are subordinate brands.

In this case, the logos must keep the same proportion as the other logos. The minimum height for the logos is 32mm.



Note: This image is an illustrative example.



Recognition of donors

The Citizen Science for the Amazon project, headed by WCS, receives funding from the Gordon and Betty Moore Foundation.

WCS and the Moore Foundation encourage the project's partners to recognize the funding provided, using the pre-approved text and the logos of both organizations as indicated below.

Any other reference to WCS or the Moore Foundation will require written approval through the project's leadership (<u>mvarese@</u> wcs.org). WCS and the Moore Foundation reserve the right to include basic information about the project and its partners in different communications materials and platforms

Pre-approved text:

"This [research, publication, project, webpage, report] was made possible thanks to the Wildlife Conservation Society and the Gordon and Betty Moore Foundation".

Summaries of WCS and the Moore Foundation:

WCS (Wildlife Conservation Society) saves wildlife and wild places worldwide through science, conservation action, education, and inspiring people to value nature. Visit www.wcs.org or follow @theWCS.

The Gordon and Betty Moore Foundation fosters path-breaking scientific discovery, environmental conservation, patient care improvements and preservation of the special character of the San Francisco Bay Area. Visit www.moore.org or follow @ MooreFound.

At the following link, you may download the logos from WCS, the Gordon and
Betty Moore Foundation, and the project: download

PART III PARTNERS, DONORS, AND NETWORKS

The partners of the Citizen Science for the Amazon project are local and international organizations with experience in management and participatory monitoring of fisheries, scientific research, citizen science, technological innovation, tourism, and environmental education.

The Wildlife Conservation Society leads the project with partners Cornell Lab of Ornithology, Florida International University, Conservify, Instituto Mamirauá, Instituto del Bien Común, San Diego Zoo Global, Fab Lab Perú, Ecoporé, Sapopema, Universidad San Francisco of Quito, Rainforest Expeditions, Fundação Universidade Federal de Rondônia, Institut de Recherche pour le Développement, Universidad de Ingeniería y Tecnología, Instituto Sinchi, ACEER, CINCIA, ProNaturaleza, Instituto de Investigaciones de la Amazonía Peruana, Institute for Global Environmental Strategies, Earth Innovation Institute, FAUNAGUA, and Fundación Omacha. It also collaborates with networks such as the Amazon Waters Initiative, the Amazon Fish Project, Amazon Dams Network, Ríos Vivos Andinos, and International Rivers. The project is made possible thanks to generous support from the Betty and Gordon Moore Foundation.

We recommend checking the updated list of Partners on our website.

OPPORTUNITIES FOR COMMUNICATION

There are infinite possibilities of inspiring and generating awareness about the project through communication, including the beginning of an agreement, the implementation of activities, or the publication of reports or success stories.

Communications actions are excellent tools for empowering our work, and at the Citizen Science for the Amazon project, we are delighted to help:



cienciaciudadana@minkaparaconservar.org





CITIZEN SCIENCE FOR THE AMAZON



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